

KDNL TV/ABC 30 ST. LOUIS
CAMPAIGN PURCHASE REQUEST FORM

Date Avail Request Made: 8/7

Advertiser Making Request: Dece

Political Party or
Nature of Advertising Message: Issue

Flight Dates: 9/25-10/1

Was the advertiser's message accepted by KDNL: Yes

If air time was purchased, what rates were charged? (See Attached)



KDNL
1215 Cole St
St Louis, MO 63106

Great American Media
1010 Wisconsin Ave NW
Ste 800
Washington, DC 20007

Contract # 1352290

Schedule Dates 09/25/12-10/01/12
Advertiser DCCC-Democratic Congressional Campaign Comm
Agency Great American Media (2231)
Product POLITICAL CANDIDATE SUPER PAC (ns) (1386)
Brand 1569 / DCCC/ SCHEDULE 1 (466617)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Kaufma, Meredith
Phone/Fax /
CPE 11/14/1569
Account Types National/Political Issue Agency BRD
Billing Type Standard
Comments DCCC/SCHEDULE A
DCCC/SCHEDULE A
REP-FRAN BROWN

Date Entered 08/08/12
Last Modified 08/08/12
Entered By Rita Schmidgall
CO-OP No
Headline # ECR09785291
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,252.50
Net Total \$7,097.50
Sales Tax

St Louis (KDNL)
By Broadcast Month Spots Rate
Sep. 2012 23 \$8,175.00
Oct. 2012 1 \$125.00
Grand Total: 24 \$8,350.00



| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|-----------------------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-----------------|----------------------------|---------|
| 1.0 | Normal Line / SPOT | 09/25/12-09/28/12 | 2 | :30 | 7a- ABC-Good Morning America | 3 | | X | X | X | X | | | 3 | \$75.00 | \$225.00 | St Louis (KDNL) | GOOD MORNING AMERICA | 8/8/12 |
| 2.0 | Normal Line / SPOT | 09/25/12-09/28/12 | 2 | :30 | 8:58a- Peoples Court | 2 | | X | X | X | X | | | 2 | \$200.00 | \$400.00 | St Louis (KDNL) | PEOPLES COURT | 8/8/12 |
| 3.0 | Normal Line / SPOT | 09/25/12-09/28/12 | 2 | :30 | 9:58a- ABC-The View | 3 | | X | X | X | X | | | 3 | \$350.00 | \$1,050.00 | St Louis (KDNL) | THE VIEW | 8/8/12 |
| 4.0 | Normal Line / SPOT | 09/25/12-09/28/12 | 2 | :30 | 11:01a- Judge Mathis | 2 | | X | X | X | X | | | 2 | \$200.00 | \$400.00 | St Louis (KDNL) | JUDGE MATHIS | 8/8/12 |
| 5.0 | Normal Line / SPOT | 09/25/12-09/28/12 | 2 | :30 | 1:58p- ABC-General Hospital | 3 | | X | X | X | X | | | 3 | \$250.00 | \$750.00 | St Louis (KDNL) | GENERAL HOSPITAL | 8/8/12 |
| 6.0 | Normal Line / SPOT | 09/30/12-09/30/12 | 2 | :30 | 10a- ABC-This Week | 1 | | | | | | X | | 1 | \$350.00 | \$350.00 | St Louis (KDNL) | THIS WEEK | 8/8/12 |
| 7.0 | Normal Line / Prime | 09/27/12-09/27/12 | 2 | :30 | 9p- ABC-Scandal (Thursday) | 1 | | | | | X | | | 1 | \$1,500.00 | \$1,500.00 | St Louis (KDNL) | 120 / 20 | 8/8/12 |
| 8.0 | Normal Line / Prime | 09/28/12-09/28/12 | 2 | :30 | 9p- ABC-20/20 (Friday) | 1 | | | | | X | | | 1 | \$800.00 | \$800.00 | St Louis (KDNL) | STL NOW ON KDNL@ 10P | 8/8/12 |
| 9.0 | Normal Line / SPOT | 09/25/12-09/28/12 | 2 | :30 | 10:01p- News-ABC 30 News at 10m | 3 | | X | X | X | X | | | 3 | \$175.00 | \$525.00 | St Louis (KDNL) | STL NOW ON KDNL@ 10P | 8/8/12 |
| 10.0 | Normal Line / SPOT | 09/25/12-09/28/12 | 2 | :30 | 10:35p- ABC-Nightline at 10m | 3 | | X | X | X | X | | | 3 | \$125.00 | \$375.00 | St Louis (KDNL) | NIGHTLINE | 8/8/12 |
| 11.0 | Normal Line / Football | 09/29/12-09/29/12 | 2 | :30 | 7p- Sports-ABC College Football 2 | 1 | | | | | X | | | 1 | \$1,800.00 | \$1,800.00 | St Louis (KDNL) | ABC SAT NIGHT COLLEGE FTBL | 8/8/12 |
| 12.0 | Normal Line / SPOT | 10/01/12-10/01/12 | 2 | :30 | 10:01p- News-ABC 30 News at 10m | 1 | | | | | | | | 1 | \$175.00 | \$175.00 | St Louis (KDNL) | STL NOW ON KDNL@ 10P | 8/8/12 |

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Rep Order# 9785291 Ver# 1 Status New
EC'd Yes

Traffic Order#

1352290

Printed: 08/07/2012 4:51 PM
Last Received: 08/07/2012 4:25 PM
Showing Buylines: All Lines

1 of 2



Station KDNL-TV ST. LOUIS MO
Advertiser () POLITICAL ISSUE GROU
Product DCCC/SCHEDULE A
Estimate# 1569
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
1010 WISCONSIN AVE NW, SUITE 800
WASHINGTON, DC 20007
Agency C/P1/P2/E 11/14/1569
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () FRAN BROWN
Salesperson Phone# 215-563-5400
Salesperson FAX# 215-563-2974

--- CONTRACT COMMENT ---

DCCC/SCHEDULE A *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

| Ln | Dates | Time | Program | Len | Rate | Day | Spots/Week | # of Weeks | Total Spots | Total Cost |
|----|-------------|-------------|--------------------------------|-----|------------|--------|------------|------------|-------------|------------|
| 1 | 09/25-10/01 | 7A-9A | GOOD MORNING AMERICA | :30 | \$75.00 | TU-F,M | 3 | 1 | 3 | \$225.00 |
| 2 | 09/25-10/01 | 9A-10A | PEOPLE'S COURT | :30 | \$200.00 | TU-F,M | 2 | 1 | 2 | \$400.00 |
| 3 | 09/25-10/01 | 10A-11A | THE VIEW | :30 | \$350.00 | TU-F,M | 3 | 1 | 3 | \$1,050.00 |
| 4 | 09/25-10/01 | 11A-12P | JUDGE MATHIS | :30 | \$200.00 | TU-F,M | 2 | 1 | 2 | \$400.00 |
| 5 | 09/25-10/01 | 2P-3P | GENERAL HOSPITAL | :30 | \$250.00 | TU-F,M | 3 | 1 | 3 | \$750.00 |
| 6 | 09/30-09/30 | 10A-11A | THIS WEEK | :30 | \$350.00 | SU | 1 | 1 | 1 | \$350.00 |
| 7 | 09/27-09/27 | 9P-10P | ROOKIE BLUE Scandal | :30 | \$1,500.00 | TH | 1 | 1 | 1 | \$1,500.00 |
| 8 | 09/28-09/28 | 9P-10P | 20 / 20 | :30 | \$800.00 | F | 1 | 1 | 1 | \$800.00 |
| 9 | 09/25-10/01 | 10P-1035P | STL NOW ON KDNL@ 10P | :30 | \$175.00 | TU-F,M | 4 | 1 | 4 | \$700.00 |
| 10 | 09/25-10/01 | 1035P-1105P | NIGHTLINE | :30 | \$125.00 | TU-F,M | 3 | 1 | 3 | \$375.00 |
| 11 | 09/29-09/29 | 7P-1030P | ABC SAT NIGHT COLLEGE FTBL | :30 | \$1,800.00 | SA | 1 | 1 | 1 | \$1,800.00 |

Rep Order# 9785291 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/07/2012 4:51 PM
Last Received: 08/07/2012 4:25 PM
Showing Buylines: All Lines

2 of 2

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Advertiser () POLITICAL ISSUE GROU
Product DCCC/SCHEDULE A
Estimate# 1569
Buyer Meredith Kaufman
Phone#
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Agency () GREAT AMERICAN MEDIA
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WASHINGTON, DC 20007
Agency C/P1/P2/E 11/14/1569
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () FRAN BROWN
Salesperson Phone# 215-563-5400
Salesperson FAX# 215-563-2974

--REPORT TOTALS--

Report Totals: 24 / \$8,350.00

--SALES MONTHLY TOTALS--

Sep 12: 19 / \$7,375.00

Oct 12: 5 / \$975.00

Sales Totals: 24 / \$8,350.00

Station Totals: 24 / \$8,350.00

Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals \$184,327

CABL 0%
KTVI 21%

KDNL 4%
UNKN 0%

KMOV 22%
WRBU 0%

KPLR 0%

KSDK 50%

Books FEB12
Demos RA35+

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

| | |
|------------------------------|--------------|
| Station and Location: | Date: |
|------------------------------|--------------|

I, Sarah Levene

do hereby request station time concerning the following issue:

| |
|------------------------------------------------|
| Democratic Congressional campaign committee |
|------------------------------------------------|

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| AS ORDERED | | | | | |

| |
|-----------------------|
| Total Charges: |
|-----------------------|

This broadcast time will be used by: DCCC

| | |
|------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|
| Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?" | |
| <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

DCC

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

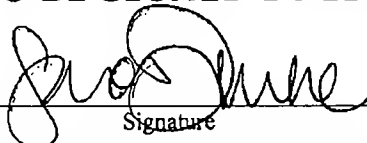
☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

Kristie Mark
COO
430 South
Capitol St.
Washington, D.C.
20003

TO BE SIGNED BY ISSUE ADVERTISER

| | | |
|---------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| <div style="border-bottom: 1px solid black; width: 100px; height: 20px;"></div> <p>Date</p> | <div style="border-bottom: 1px solid black; width: 150px;">  </div> <p>Signature</p> | <div style="border-bottom: 1px solid black; width: 150px;"> <i>auth-mediabuyer</i> </div> <p>Contact Phone Number</p> |
|---------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted
 ☐ Accepted in Part
 ☐ Rejected

| | | |
|--------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| <div style="border-bottom: 1px solid black; width: 100px; height: 20px;"></div> <p>Signature</p> | <div style="border-bottom: 1px solid black; width: 100px; height: 20px;"></div> <p>Printed Name</p> | <div style="border-bottom: 1px solid black; width: 100px; height: 20px;"></div> <p>Title</p> |
|--------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| AS ORDERED | | | | | |

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.